

Author:	William Smith and Peter Mitchell
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Delivery:	Shera Bender sbender@aed.org

**Trip Report
Social Marketing for
Jordan Water Project – WEPIA/AED
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Prepared by
Dr. Wm. A. Smith
Mr. Peter Mitchell

**Water Efficiency and Public Information for Action
(WEPIA)**

The Academy for Educational Development

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Executive Summary

Bill Smith and Peter Mitchell spent two weeks in Jordan training Jordanian professionals in the application of social marketing. They gave special attention to the development of WEPIA/AED' s support to the Ministry of Water and Irrigation and various NGO partners for rationale demand management of water supplies in Jordan.

WEPIA and its partners represent a unique multi-disciplinary team deeply committed to water management in Jordan.

Major program barriers include:

1. the limited distribution network for water saving devices,
2. competing water resistors and filters which do not work and have a bad public reputation,
3. Cost of international media which is most respected in Jordan
4. Cost of the devices for the average Jordanian

Key Recommendations include:

1. Use WSD as a hook to focus on broader issue of restoring confidence that something can be done about water management and increase popular support for attacking all water use sectors.
2. Emphasize expansion of the distribution system
3. Create a distinctive name and packaging for the modern WSD
4. Use sampling widely among upper and middle class consumers to stimulate demand.
5. Use PR techniques to get publicity and create a national buzz through positive consumer experiences- in hotels, hospitals, schools and homes.

Objectives of the Trip

1. Introduce the concept of social marketing to government and non-governmental organizations in Jordan working on a wide variety of social issues, ranging from family planning to water conservation and other environmental issues facing the nation.
2. Conduct an intensive social marketing training to support the goals of WEPIA in expanding Jordanian capacity to use social marketing for water management throughout the country.

Activities:

1. Conduct a three- day workshop for 30 plus members of government and NGOs. (See attached agenda and participant list.)
2. Visit various government and NGO offices to discuss their specific programs.
3. Conduct a two-day workshop on social marketing for the WEPIA partners focused on the development of specific plans for Water Week, 2001. (See attached agenda and participant list.)
4. Conduct an open seminar for professionals on social marketing lessons learned.
5. Participate in three press interviews on social marketing and its application to Jordan.
6. Visit with USAID and Minister of Water and Irrigation officials to brief them on social marketing.

See attached materials, which include workshop schedule, participant list and sample workshop materials.

Observations:

The WEPIA staff and its government and NGO partners represent an extraordinary group of multi-disciplinary professionals deeply committed to Jordan, its future and rational water management. They demonstrated an enormous capacity for hard work and for quick learning of social marketing concepts. Indeed, in many respects our visit was simply a catalyst for much that had already been achieved. Seldom have we had the privileged to work with such a dedicated and talented group of professionals.

1. Jordan faces a major challenge in managing its water resources for the future. The combination of dwindling water reserves, uncertain political conditions and a rapid growing population

due both to in-migration and high fertility suggest water management is indeed a major national priority.

2. Jordan already has among the world's lowest consumption rate of water (5th lowest in the world). Water usage, however, is highly differentiated between heavy and light users. Agricultural consumes by far the greatest percentage of Jordan's water resources (estimates about 70%). Large consumers (hospitals, schools and hotels and a few industrial users represent 20% and home use about 10%. While these numbers are well known among decision makers in the country, the agriculture sector represents the most difficult one to tackle given the political and economic status of the country today.
3. It is our sense that the average Jordanian is well aware of the water problem and has already adapted to existing pressures on water usage in their daily life. There may be a deep sense that there is not much more that can be done- leading to pessimism about change that coincides with a more general concern about the country's and the individual's future. An important predictor of social change is a peoples' or individual's sense that change is possible (self-efficacy).

The Government and NGO Role.

The Ministry of Water and Irrigation is providing ever-increasing leadership for WEPIA's work, demonstrating the national government's commitment to rationale and effective water demand management.

Nine NGO's, including a number of faith-based organizations, are working with the Government and WEPIA to further extend the impact of the program

WEPIA's Role: Build Confidence in Positive Change

WEPIA represents an opportunity to help restore the nation's confidence in water management and the need to make difficult decisions in the future, both nationally and individually to protect the nation's future.

While it appears that WEPIA is focusing on two of the smallest contributor's to water wastage (large users and home use) - in fact it is focusing on a much larger issue than just water saving

itself. We believe that WEPIA can make an exceptional contribution by highlighting not only Jordan's water problems, but solutions to that problem that demonstrate water use is manageable given tough decision-making. Additionally, WEPIA can assist the government and concerned NGOs spread the message of hope for the future despite enormous odds.

The Role of Water Saving Technology

A number of special water saving devices (WSD) have been identified by the government and its partners including:

Aerators for bathroom and kitchen water faucets

Toilet refitting

Showerheads

These devices are imported by a number of distributors and vary in price and quality. Presently there are competing products which act as filters only but are being marketed and purchased as WSD despite the fact that save little or no water.

The government is in the process of mandating the installation of WSDs on all new construction, with WEPIA assisting in developing the needed technical specifications.

The Role of Social Marketing is Two-Fold.

Social Marketing has two important roles.

1. Stimulate and support the commercial marketing of water-saving devices throughout the country while avoiding the promotion of any specific commercial brand.
2. **Market the idea that changes in demand-management is possible and positive.**

To achieve these goals a number of social marketing tactics are applicable including:

- Improving the availability (distribution) of water saving devices through-out the country
- Sampling - the free distribution of devices to key audiences to create a product "buzz" .
- Promotions - organizing public events
- Advertising - promoting specific messages to support various stages of the national program
- Market research - to establish market size, audience segmentation competitive pressures, perceived benefits and barriers of products and messages

- Pricing studies to establish elasticity in different markets
- Integrated marketing planning to help coordinate the efforts of various government and NGOs partners.

Recommendations:

1. Keep the program's primary focus on creating a positive atmosphere for change rather than just selling or promoting specific water saving devices. The goal should be to promote the concept- WE CAN DO MORE. and to create widespread public support for reforms in all water using sectors including the agricultural sector.
2. Use the devices as a hook for this broader goal.
3. Develop a market audit of existing water faucets with some estimates of the distribution of male and female and neutered threading devices. This is useful in determining appropriate inventories.
4. Continue to focus on big users, schools, hospitals and hotels and publicize new buildings as they get retrofitted. Develop a continuing series of testimonials from users in these facilities of how nice they are to have and the benefits they are experiencing.
5. Develop a name for the devices, which communicates the broader goal- WATER SAVIOUR, for example. Consider the possibility that an English name - like FAST LINK has developed for marketing cell phone service - may identify the SWD as modern.
6. Focus efforts on coordinating all the promotional to have a single theme, which permeates all the programs.

Consider the following ideas:

- Targeting upper and middle class users first, thereby avoiding the cost issues and tying into market leaders. This may also help achieve the broader goal of public support faster.
- Packaging changes that add value to help justify the cost.
- Deal directly with the competition of filters and restrictors - developing messages that teach people there is a difference.
- Attack these competitors as anti-national and tricks.

- A phased campaign that introduce a mystery product-developed overtime through a series of novella-like spots that create drama around the subject of water saving.
- Avoid emphasizing the water PROBLEM in favor of the message **there is more we can do.**
- Engage in widespread sampling- that suggests WEPIA needs funds to buy products for free distribution to key audiences and at key events.
- Use water week as a pilot test of ideas that could go national.
- Focus on community-by-community targeting- using a lottery as a gimmick to increase people' s willingness to search for distribution and their understanding of the different screw devices.
- Use teens as a sales force as well as a communication channel. Organize teen water clubs that monitor and report on changes.